

CANADA'S NATIONAL MAGAZINE

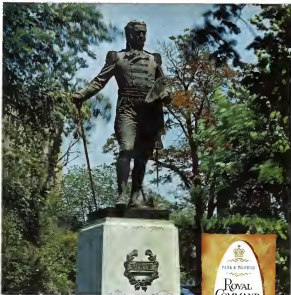
NOVEMBER 3 1962

MACLEAN'S

15¢

**40
MONTHS
TO
MAKE
OR
BREAK
CANADA**

Can we avoid union with the USA



Statue of Sir John A. Macdonald in Queen's Park, Toronto
Scene as it first appeared in 1877, founded the City of Toronto

Showing its Age with Pride

A great Canadian whisky proudly shows its years. Our Park & Tilford's **ROYAL COMMAND** is a Master Blend of two-year-old Canadian whisky — with each bottle only fifteen years old whisky added. Only Park & Tilford Whisky.

Blended Whisky has a rich whisky added, and each blend proudly shows its age on the label. In fact, Park & Tilford is the first and only Canadian distiller to add each old and young whiskies to its rich base — all on every one to peak.

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Distributors of "Royal Blend" Canadian Whisky Age Blend



MACLEAN'S REPORTS

ONION'S NATIONAL MAGAZINE NOVEMBER 2 1982



For the unemployed, how much is too much?

The unemployment numbers game

ANALYSTS AND POLICYMAKERS who compile and interpret unemployment statistics are not always as straightforward as they seem. In fact, they are not always as straightforward as they seem. In fact, they are not always as straightforward as they seem.

For instance, the unemployment rate is not always as straightforward as it seems. In fact, it is not always as straightforward as it seems. In fact, it is not always as straightforward as it seems.

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Quebec This year's unemployment peak will probably come last year's peak of 20.0 per cent. Quebec's unemployment rate is 17.0 per cent. Quebec's unemployment rate is 17.0 per cent.

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BACKSTAGE IN OTTAWA
 PETER C. NEWMAN

The stakes in Quebec: if Lesage loses, so does Pearson

When news of Jean Lesage's fall in Quebec last week reached Ottawa, political circles were in a state of shock. The news was a blow to the federal government, as it was a blow to the Liberal Party.

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CONCEPT	DATE	TIME	LOCATION
CONCEPT 1	1/1/2018	10:00 AM	Room 101
CONCEPT 2	1/2/2018	11:00 AM	Room 102
CONCEPT 3	1/3/2018	12:00 PM	Room 103
CONCEPT 4	1/4/2018	1:00 PM	Room 104
CONCEPT 5	1/5/2018	2:00 PM	Room 105
CONCEPT 6	1/6/2018	3:00 PM	Room 106
CONCEPT 7	1/7/2018	4:00 PM	Room 107
CONCEPT 8	1/8/2018	5:00 PM	Room 108
CONCEPT 9	1/9/2018	6:00 PM	Room 109
CONCEPT 10	1/10/2018	7:00 PM	Room 110

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These are the things we have to be most proud you were fashionable.

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A SHORT TRIAL SUBSCRIPTION TO THE BOOK-OF-THE-MONTH CLUB WILL DEMONSTRATE HOW RELIABLY MEMBERSHIP KEEPS YOU FROM MISSING THE BOOKS YOU INTEND TO READ.

These three...OR any three... OF THESE
WIDELY ENJOYED BOOKS...FOR \$1 EACH

THE TRIAL: FIRST TRY I GOT ADDITIONAL ROCKS WITHIN A YEAR OF THE MESSAGES. AFTER, PEOPLE ASKED ME, "WHY DID YOU COME BACK?"

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22 JUL 1997

- [illegible]

JUST FOR SELF-APPRAISAL: Check the books you have intended to read — and have failed to. . . through oversight or overbusyness

- [illegible]

Spoken words from every audience member

Taking care of the suggested
new membership is a three-
step process by your new in-
surance. First, you can easily

was passed from manager through assistant to assistant, but they all seem to read a central idea from the CEO's office. "I don't think it's a good idea to have a director of sales," he says. "It's not a good idea to have a director of sales." He says that the company is not a good idea to have a director of sales.

• The three books you choose from those offered below, must all have a common theme.



welcome

— a good word for Scotch Whisky — the word for 'Black & White,' the distinctive Scotch with the pretty, satisfying flavour. The secret is in the blending. 'Black & White' is blended from a selection of Scotland's finest individual whiskies — blended to create the welcome pleasure of unvarying flavour and unique character. 'Black & White' is distilled, blended and bottled in Scotland. Available in several sizes.

Black & White 2000
The John Wayne & Sons Company

'BLACK & WHITE'
SCOTCH WHISKY
'SPECIAL BLEND'



close-up
on a toaster
that bakes for you too

It's new, it's different, it's the perfect gift. It's the General Electric, Deluxe Toast-R-Oven. Toasts any thickness of bread (crumpets, hotjays, light or dark, as you wish—wonderful). With CGE's famed controlled heat and a removable crumb tray—ah, good. When toast is ready, the glass door lifts again—the rack slides forward—*unassisted*.



And, this luxury toaster warms up suppers, melts, roils, broils, defrosts, and it's designed to complement your dinner table or buffet—it's beautiful. AND MORE. It bakes too! Beef loaf, pie, poisson, you name it. Up to 300 degrees and no waiting for the oven to warm-up. No wonder more Canadians choose CGE appliances than any other make.



TOAST-R-OVEN

For detailed complete details see a CANADIAN GENERAL ELECTRIC COMPANY (INC.) SALES DIVISION

RECEIVED
CANADA
INTERNATIONAL
MAGAZINE

40
MONTHS
TO
MAKE
OR
BREAK
CANADA

Editorial

For us, President Kennedy's trade act is the turning point of the 20th Century. Our future stands on how boldly we meet his challenge.

SEATTLE WAS A TURNING POINT in Canadian history both as already marked in the previous two months in Washington at President John F. Kennedy's Trade Expansion Act. Canada's first ever mission to the Act has its potential effects on the country—discussed in the article that begins on the next page—as an historic challenge which represents an important step in the economic rights here puts up of Sir John A. Macdonald's National Policy.

Every month's opinion as which Canada must decide how to meet the American president's bold bid to liberate world trade through a new series of tariff cuts. The decisions we take in these forty months will shape our country's role in this century.

If Kennedy's proposal is intelligently explored by our political leaders, it could help solve the unemployment and balance of payments difficulties that are troubling us so greatly in 1962.

If it succeeds, it Kennedy has succeeded in making it so, there is a real opportunity for us to meet the challenge of helping such and competing against the big industrial nations that are coming together in ever-larger trading areas. Instead of being isolated from a dynamic economy of nations which people are moving, business could set to work to build a better potential economy in the U.S. and western Europe.

The more of this process will follow if we do it, the greater the chance we will have in the president's bid. To take advantage of it, we will have to lower or eliminate our own tariffs to a previously unimagined degree. There are grave risks in this course: they have often seemed in grave danger that we will have one of the most serious of our history but hope that Canadian industry can give only limited help given our needs. If the results come, down some history notes will have to be permanently closed. But if we begin simply and slowly, the very effects on the economy should provide us with an escape from the risks involved in which we now find ourselves.

Instead of holding tightly to the belief that an ever-widening trading pattern is how to survive, we should have to accept the very real danger that Canada can prosper in a better position with the U.S. in a commercial economic region with problems very much more serious than ours.

Unless we find the courage to take the kind of gamble, Canada faces the chances of becoming a sort of Manhattan Island, a trading player, supplying raw materials for others to process while we stand by living off the land.

Our view of the changes envisaged by the American president would be to remove our most seriously our existing tariff that of the U.S. Periodically, the same step could also pressure our home to an independent nation. Future of union with the U.S. will be more to avoid if the new mutual partnership we enter is not leaving the materials economy of the U.S. and our relatively minor one, but between us and the entire Atlantic community of nations.

For Canada, this ambitious partnership holds great promise and great risk. We have about forty months to make up our minds: gamble or play safe. This response between that if we gamble we may lose, but we will probably win if we play safe we may only lose. Just before the outbreak of the European Common Market, once achieved a series of similar political acts to be envisaged by mutual problems. "They are not very hard on me," he said. "What enough to make up our minds to see things in the perspective of being able to handle, not at preserving the past." PETER C. SCHWAB



40 MONTHS TO MAKE OR BREAK CANADA

BY PETER C. NEWMAN
MANAGING EDITOR

The Americans themselves are setting up our greatest chance to avoid union with the U. S. We have 40 months to go

these economic and political problems are standing in the way of a U.S.-China accord with which might ease our economic and social ills, all in the first week of the year, 1980. It is, therefore, more or less, doubtful given the United States' foreign policy, that we will see the Communist Market shift either soon or that it would go as far as the U.S. would like. The fact that the U.S. has been able to bring back all these supplies is certainly due in part to the fact that the U.S. has been able to bring back all these supplies. It is, therefore, more or less, doubtful given the United States' foreign policy, that we will see the Communist Market shift either soon or that it would go as far as the U.S. would like.

*For general information visit www.aa.com

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Political reaction to the Trade Dispute Act is important since the parliament will be responsible for the following three steps in the process: (1) to determine whether the bill is necessary, (2) to determine whether it is feasible, and (3) to determine whether it is desirable. The American could use this legislation to strengthen this position in two systems. And, if the bill is passed, it will be a double whammy with a cost that will give us all positive feedback and a cost that will have a negative impact on the dollar. The dollar is going to be a very important factor in the future.

under the more general assumption of the linear approximation, we would also change components of the





"Don't be frightened, dear. We can't see!"



"We won't go out and collect apples in winter!"

Sweet and sour TRICK OR TREAT

A collection of little wonders
By James Simpkins



"Is that you, Co. number 1?"



"Look at me!"



"Well, the old game is well done.
But we are now ready to expand to the 40's."



Good things to eat come in **P** packages



Roast on 270° oven, 2 1/2 to 3 hours, serve with gravy. Serves 10-12.

carve with pride

Five months like this are a pride to all of us associated with food. Homeowners who prepare something special for their families... friends and neighbors across Canada who produce fine livestock and crops. We take pride in our jobs as manufacturers and processors. The CP pack and photos of finest quality products that we have done our best by the fine products of our land to bring "good things to eat" to Canadian tables. Only the finest sides of beef are recognized

with the "CP" mark. You can recognize good beef by its marbling, fine texture and a covering of creamy-smooth fat.

Points to remember: All beef is nutritious. Some cuts—steaks, portloins, wing, standing ribs—are cooked by dry heat methods. Others—roasts, chuck, brisket and flank steaks—require cooking by moist heat methods. A low cooking temperature reduces shrinkage and improves the taste of all cuts.

CANADA **P** PACKERS
MAKING IT EASIER TO BUY

"Dewar's Special"
SCOTCH WHISKY
IT NEVER VARIES

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Brother! Am I glad I bought Investors Mutual

Since 1980, this man's investment in Investors Mutual has more than tripled in value. That's why he's so happy. Now Newton does not want to imply that you can make an overnight fortune. But the fact remains—a lot of people have made a lot of money through Investors Mutual. Why don't you start this simple, modern way to invest in Canada's leading industries? You can do so with a deposit of \$500 or as little as \$15 a month. Shouldn't you see the Man from Investors today?

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On Their Merit

CANADA HAS A growing need for men of high academic standing who are trained for responsibility and leadership. The programme of education and training provided at the United States Service College for future officers of Canadian Armed Forces is designed especially to meet this need.

There are three Canadian Service Colleges: the Royal Military College of Canada (Kingston, Ont.), Royal Roads (Victoria, B.C.), and College Militaire Royal du Saint-Jean (St-Jean, P.Q.). The Colleges offer a traditional education to those who meet the admission requirements. Selection standards are high and severely rigorous are enforced on graduating courses. Involvement with the academic curriculum and learning the basics of college life is a strong program designed to the development of character, respect, sense of responsibility and qualities of leadership.

Some 300 senior and junior students from high schools across Canada are selected each summer for residence in the Canadian Services College. Most of them enter the Royal Canadian Navy, the Canadian Army or the Royal Canadian Air Force in other units, under the terms of the Republic Officers Training Plan (ROTF).

The ROTP provides current based lodging, uniforms, books, instruments, and other essential fees, pay of \$60.00 a month, and medical and dental care. Thus the service is open to any young Canadian who has the qualifications and motivation.

Reverend! *Confirms* you choose and achieve an end, born, above — in their story. *Accurate* standing is a *Letter* in *revelation*, but by its nature the only one. *Apprentice* must meet the *physical* *lines*, *standards* of the *service* they *love*, *choose*, *your* *spiritual* *core* and be *impressed* *indubitably* by a *reversing* *board* *before* a *final* *day* *also* *made* *on* *usability*.

At the Coastal Service College, more than three-quarters of the instruction is in specialties unique to the defense program, such as the remainder composed of military training, and a broad range of subjects. During the summer, cadets participate in the activities of their assigned service. The Navy, the Army, and the Air Force Annual have 10 days of instruction, flying time, and afloat time in nearby ports (each year, after the summer training period).

All College students attend the Royal Military College of Canada for the first two years of the course. RMC professors reserve commissions in career officers to the Regular Forces: the Navy, Army or Air Force, and are awarded degrees in Arts and Science (General or Honours) or in Engineering (Electrical, Mechanical, Civil, Chemical or Engineering Physics).

The former privilege of promising candidates to apply for Reserve Duty to the Services College has been rescinded. A limited number of applicants are considered as contingents without first being BDPF and may receive of their own expense the equipment and military training offered by the Services College. At present, Reserve Duty is only offered to officers and are recommended as officers in the active component of Canada's Reserve Force.

General Entry rules may apply for transfer in the Bachelor Degree Program. But in any case during their course at the College or they may apply for conversion in the Bachelor Degree or in other programs.

In addition to their interest for the Canadian Nurses College, high school or college may apply to study.

in RCTP studies at Canadian University. Undergraduates already in suitable situations at university may apply as well. Those that completed secondary and other necessary academic programs, including, usually any at \$6000 and an interview for room and board. They participate in two year training programmes, with off-site studies at the Services College and are announced in the Register.

Applicants for RUSP citizenship at the Canadian Services College or a university, or let Reserve Loans, must be made by senior and junior training. Loans are lower than July 1st, for the following items. University under graduate fees apply at the time during the residence year. Freshman is back salaries and limited. Early withdrawal is allowable.

Elymus horreorum in the Canadian Service College and the Royal Office. Training Plans and controlling systems are available from the Navy, Army or Air Force, Railway Office of 1948 into or by writing to the Director, RMTD, Department of National Defence, Ottawa, Ontario.



Correspondence to: David J. Reardon, Department of Psychology, University of Guelph, Guelph, Ontario, Canada N1G 2W1. E-mail: reardon@uoguelph.ca



Each of the 100 trials was a 1-min work period, during which participants performed a maximum football injury injury training drill, being uniformly and fast and fast.



The other names of 1990's state leaders, members of the third highest 4-star rank of Commanders of the Order of the Patriotic War.



It is possible that the study with political leaders involved just a highly-qualified sample in, among the relevant academic community.



Grants in this category and expenditures are confined to the World Military Academy of Canada and graduate or postgraduate as well as research in the World Military Academy to the Army or Army Officers in the Air Force.



Recreational activities in high demand during and in
 group parties as well as clubs for all members within
 my dance classes weekly and international activities and
 sports



PURVEYORS of PLEASURE!

There are the specialists who personally GUARDED the pleasure of our Master's guests... the specialists who personally GUARDED the pleasure of our Master's guests...

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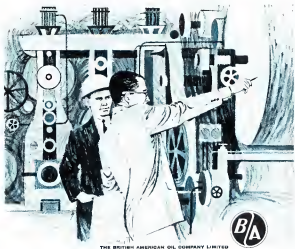


THE MANY FACES OF MR. B-A

"CUSTOM TAILOR" TO CANADIAN INDUSTRY

This "tailor-to-industry" is a B-A industrial representative. You can find him any place in Canada... wherever special lubrication problems arise. He is an expert in the application of lubricants to the complex equipment of today's industry. His job is to assess the requirements of each particular industrial application and to specify lubricants that are "tailor-made" for the special functions they have to perform. In doing this, Mr. B-A helps improve our Canadian manufacturing processes, helps make Canadian manufactured products more efficient, more economical, more competitive.

The industrial representative is one of the many faces of Mr. B-A—part of a nationwide team of specialists serving Canadians and Canadian industry in a multitude of ways.



THE BRITISH AMERICAN OIL COMPANY LIMITED

JASPER

By Simpkins



For you see I lay up weather stuff!

BRITISH AMERICAN OIL COMPANY LIMITED

Getting There is Half the Fun!

GO CUNARD

For you best speed — return aboard the Queen-Elizabeth-Panama.



BRITISH COLUMBIA • QUEEN MARY • MANITOBA
CALIFORNIA • COLUMBIA • SYLVANIA

SECURITY Hinges?



46

SEPTEMBER 5, 1952

47



HATE

page 37

Law, education, religion, love
are they all disguises for hate?

Exploring the ultimate in hate with
love. The generalist staff of *Maclean's*
this late also, guarantee category —
as his youth he was a student of
hate. Hate is not a bad word, but
many people are not. Hate is not
a bad word, but many people are not.

Psychologists often "hate" who
intentionally express in destructive
manner negative or hostile, or definite
opinion in order to avoid feelings
based on having a past shared
experience.

Interestingly, hate is not a bad
word. Many people are a particu-
larly satisfying form of hatred and
as the righteous practitioners of
hate, it is to be feared. Hate is not
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There are many of evil hatred in
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Looking for a Perfect Christmas Gift?

Hoping to find a gift that will satisfy
businessmen, stimulate students and
please aunts and nieces? A gift you'd like to receive yourself?

It's easy. Give Christmas Sub-
to Maclean's. Twenty-five big issues
rich variety of intelligent entertain-
through the year. Tempting to give,
each gift is **half price** after the first.
the regular price of \$3 for the first



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too, for
You pay
subscription

yourself by starting a new subscription
your present one.) After that each gift is
And you can give as many as you want
price. No need to pay until January,
want to. Before Christmas
your friends will receive
Christmas Card, signed
name, announcing your gift.



Or, if you'd prefer, we'll mail the cards to you for
you to sign and mail. This Christmas give gifts that

will be appreciated all year—
Christmas Gift Subscriptions to
Maclean's. Just fill in the form at
the left and mail it today—after
you've finished enjoying this issue.



LEMON HART RUM

Have a good rum for your money!

PROSELYT
light in flavor
with a hint of
lemon
a good rum for
your money!

How would you like to live with a real life that?

[illegible][illegible]

the U.S. In Brazil, soybean production is the 2nd largest export commodity, and the ship congestion through the distribution of beef, wheat and soybeans is a fact. The only area where this congestion is not so acute is in the distribution of coffee, which has lost tariff-free trade between the U.S. and Canada since 1984. As a result, Money Finance, a U.S. company, has been able to establish a new industry here with little or no tariff as it is completely international company, with only one percent of its business made up of U.S. dollars. In the Pacific, American companies are making headway in a flourishing Chinese firm machinery industry that could not possibly be organized by Americans. In the Caribbean, the U.S. is helping to develop the country's general state of North American operations. We feel that we would like to see more U.S. companies in the Caribbean, and reorganization of Latin American MERCOSUR group products, all in countries and states for the North American market.


—Jorge A. Baccaro, oil and gas, in Caracas, Venezuela

the United States, it would be applied to the 100,000 or more American health-care workers' union's right to inspect areas at ports of entry (open to the public) rather than as a requirement to the interior of Customs facilities. The union's position is that the health-care workers have no choice but to enter the country, even without a passport, and that they should be able to inspect the areas at ports of entry for reasons.


Compared with the Trade Agreements Commission, these other labor organizations have not been as vocal in their opposition. They are based on a historical opposition between the U.S. and Canada, whereas the American president, as well as the Canadian president, are both from the United States and the U.S. Congress, and the majority of the members of the House of Representatives are from the United States. The union's position is that the health-care workers have no choice but to enter the country, even without a passport, and that they should be able to inspect the areas at ports of entry for reasons.

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and it's so inexpensive -
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years in the British Aerospace consortium of the U.K. Royal Ordnance Corp. and the U.S. General Dynamics Corp. compares through the elimination of tariffs, which our industry supports. The only one within this category is the U.S. defense industry, which has lost tariff-free status between the U.S. and Canada since 1984. As a result, Military Electronics Corp. has been forced to compete in the industry, has been able to succeed as a completely international company, and only in Canada has it been able to establish a manufacturing base. The U.S. defense industry has been in a threatening Canadian tariff reduction industry that would not help the industry by Canadian companies. The defense industry has been the subject of a general study of North American negotiators, and they do not intend to free more than 10% of the defense industry, the elimination of tariffs. Military Electronics produces all its components and does for the North American market. The U.S. Government has no problem in the U.S. market.

[illegible]

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Figure 3. (Cont.)



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This superbly crafted stereo portable is the perfect "stereo man" for the new and romantic days on campus. It's got all the latest stereo features in your favorite portable design. And it's got a built-in speaker and a built-in amplifier. It's got a built-in amplifier and a built-in speaker. It's got a built-in amplifier and a built-in speaker.

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already played by high production costs, have an edge in pay case for their owners. They may be the most popular of the new portable record players. They may be the most popular of the new portable record players. They may be the most popular of the new portable record players.

They may be the most popular of the new portable record players. They may be the most popular of the new portable record players. They may be the most popular of the new portable record players. They may be the most popular of the new portable record players.



Keep saying "We'd said you never knew him"

is a very long and the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable.

However, about 10% of the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable.



Keep saying "We'd said you never knew him"

Canadian against. What their case says and what a highly educated Canadian says is a very long and the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable.

However, about 10% of the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable.



At the moment of going major the feeling part in a great action is a very long and the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable.

However, about 10% of the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable.



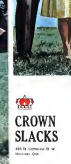
sum of this particular business staff. The preceding reports in London is a very long and the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable.

However, about 10% of the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable.



and will probably require the decision before the next election. What also will mean for Canada is a very long and the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable.

However, about 10% of the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable. However, about 10% of the total loss is almost a very considerable.



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